

## Message Text

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PAGE 01 STOCKH 01097 020821Z

17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 084797

R 011520Z MAR 76  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6914

UNCLAS STOCKHOLM 1097

FOR: BIV/OIM:YRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAMS: HEALTH CARE EXHIBITION

1. STATUS AT STC AS FOLLOWS TODAY MARCH 1: PA'S RECEIVED FROM DU PONT NORDISKA AB AND PURITAN-BENNETT INTERNATIONAL CORP. UK. FOLLOWING COMPANIES ARE VERBALS: A) ZIMMER EUROPA, BRUSSELS; B) SCAN-AGENT AB FOR DUCLEPOE AND TWO OTHERS, PRINCIPALS WILL SHARE COSTS: C) COROMETRICS MEDICAL SYSTEMS AB. STC WILL MAKE EVERY EFFORT CONVERT VERBALS AND GOOD PROSPECTS TO PA'S TO MEET 2/3 RULE DEADLINE MARCH 12.

2. BECKTON-DICKINSON AB, STOCKHOLM, DELCINED PARTICIPATION. B-D EUROPA OFFICE HAS BEEN CONTACTED, BUT STC CONSIDERS REVERSAL OF DECISION UNLIKELY.

3. REF. TELECON TRAFTON/EARLE FEBRUARY 23: MANAGING DIRECTOR CHARLES HINTZE OF BIOTEC AB DECLINED PARTICIPATION WITH MULTI-ACCOUNT BOOTH DUE TO LACK OF AVAILABILITY OF DESIRED PRODUCTS.

4. LOCAL REACTION TO SHOW VERY MIXED. A NUMBER OF VALUABLE AGENTS AND SUBSIDIARIES HAE SHOWN INTEREST, HOWEVER, SEVERAL HAVE SIMILAR OBJECTIONS, NAMELY THAT THEIR END USER GROUP IN MEDICAL FIELD VERY SMALL, THEREFORE REACHABLE BY CUSTOMER CALLS, OBVIATING NEED  
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FOR TRADE FAIR PARTICIPATION.

JOHNSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 MAR 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
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**Review Authority:** ShawDG  
**Review Comment:** n/a  
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**Review Date:** 27 MAY 2004  
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**To:** COM  
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